

Friends of the Earth – Job Description

Job title	Individual Giving Officer
Reporting to	Supporter Recruitment Manager/Supporter Experience Manager
Team	Individual Giving
Career stage	Grade D
Contract type	Permanent
Location	Flexible
Line management	N/A

Purpose of the role

- To develop and manage fundraising projects designed to meet Friends of the Earth's income targets through direct marketing campaigns to acquire new supporters and to retain and increase value from existing supporters.
- To monitor performance of projects and make tactical and strategic recommendations to enhance results.
- To contribute to the development of individual giving annual plans, manage budgets and work with Friends of the Earth internal teams, external suppliers and agency partners.

Key responsibilities and tasks

Individual Giving activity project management

- Initiate, develop and manage projects across the recruitment and retention programmes across a range of media. Channels will include telemarketing, print (supporter magazine, cash appeals, and retention mailings), paid social media, Display, YouTube email and PPC.
- Achieve agreed objectives such as recruitment and retention of supporters, development of new channels, improvements to supporter experience, target volumes, net contribution, return on investment and supporter satisfaction metrics.
- Monitor and analyse outcomes from projects and report regularly on progress and key learnings, including recommendations for future projects.
- Work with other members of the Individual Giving and wider Supporter Experience Team to ensure that all communications with supporters are part of an integrated supporter journey, providing supporters with the best possible experience of Friends of the Earth.
- Manage the creative process for each project, working closely with the Content and Creative teams, to ensure that the content of all output and materials (verbal and written) reflect Friends of the Earth's work, brand and priorities.
- Work with members of the Supporter Care team to set up and monitor response handling and fulfilment services, and ensure a great supporter experience across all projects.
- Work with the Supporter Insight Team to use the CRM database and Power BI to ensure that data processes are effective and direct marketing campaigns are shaped

as a result of rigorous testing and learning in line with agreed strategy.

- Keep abreast of marketing trends, legal and regulatory requirements of fundraising and direct marketing in order to create engaging and cost effective fundraising communications that meet the relevant regulations.
- Support the delivery of Friends of the Earth's audience and communication strategies.
- Ensure that the projects meet overall direct marketing strategy objectives, liaising with the Supporter Recruitment and Supporter Experience Managers and Fundraising/Individual Giving colleagues as required to ensure projects fit with other core strategic activities and/or campaigns.
- Regular monitoring of and reporting on project performance, including analysis of results and using supporter insight to optimise income generation.

Financial

- Manage the financial resources of projects; preparing regular financial and non-financial forecasts for projects and reviews of activity, acting on variances.
- Manage project expenditure to obtain best value for money and in accordance with Friends of the Earth's financial policies and procedures.
- Support with quarterly reforecasting.

Cross-organisational/external

- Work closely with all internal stakeholders to identify supporter recruitment and retention opportunities within activism and campaigning activity, develop testing programmes and roll out where investment returns and potential future value is sufficiently high.
- Work closely with channel owners, including Email, Social Media and Digital, to deliver effective, engaging donor communications.
- Relationship management of and collaboration with external fundraising partners and suppliers to agree all aspects of the fundraising activity providing accurate briefs, ensuring that all copy is proof-read and signed off appropriately, and that all communications accurately reflect Friends of the Earth brand and values.
- Co-create Friends of the Earth's environmental campaigns plans to ensure the organisation maximises fundraising opportunities across our priority campaigns.
- Stay up to date with Friends of the Earth's campaigns and wider work towards a positive relationship between people and planet.
- Keep abreast of competitor activity and developments in the charity sector.
- Carry out the role in a way that reflects Friends of the Earth's supporter promise and organisational values.

Person specification

ESSENTIAL:

- A proven track record and experience of fundraising from individuals, either donor recruitment or retention, or in direct marketing within the charity or commercial sector.
- Experience of managing campaigns across a range of channels, such as social media, email, inserts, direct mail, PPC, YouTube, and telemarketing.
- Experience of using CRM databases to drive effective direct marketing activity.
- Proven ability to analyse and interpret complex financial, performance reporting and marketing data and to draw conclusions and make clear recommendations based on evidence.
- Good level of organisational, time management and project management skills.
- Proactive, works well under pressure and is ideas led.
- Knowledge of relevant compliance including Fundraising Code of Practice, CAP code, fundraising regulatory framework and complaints handling requirements in relation to individual giving.
- A good understanding of the charity fundraising sector, and the latest trends and techniques in direct marketing.
- A track record of engaging audiences, with an ability to produce compelling copy and content for online, email and social media and other channels.

DESIRABLE:

- Experience developing digital fundraising tactics and plans.
- Experience using a range of offline channels and digital tools to engage and inspire supporters.
- Experience of using the CARE NG database and/or Microsoft Dynamics.
- Understanding of content management systems and email authoring platforms.
- Experience of managing budgets, monitoring results, and financial planning.

Date approved	August 2021
Date reviewed	August 2021

This job description is current as at the date shown above. In consultation with the post-holder it is liable to variation by the Director to reflect or anticipate changes, in, or to, the post and the organisation.

The job description gives an overview of the main responsibilities of the role. The day to day role will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.

This role is a permanent, full time position and can be filled as a full time or job-shared role. We are also supportive of flexible working including regular home-working.